

March 17, 2017

Robert G. Taub
Chairman
Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington, DC 20268-0001

RE: Docket Number RM2017-3

Dear Chairman Taub,

On behalf of the March of Dimes, a unique collaboration of scientists, clinicians, parents, members of the business community, and other volunteers representing every state, the District of Columbia and Puerto Rico, thank you for the opportunity to provide comments on the postal rate for nonprofit organizations. As the Postal Regulatory Commission completes the Ten Year Rate System Review, I urge you to maintain the Consumer Price Index (CPI) cap on postage for nonprofit groups.

For decades, the March of Dimes has utilized direct mail to raise funds to support its mission of preventing premature birth and birth defects, leading to advances that saved lives and significantly reduced the number of preterm births each year. In 2007, the Institute of Medicine reported that the cost associated with premature birth in the United States was \$26.2 billion each year, to say nothing of the emotional costs to impacted families. Our organization's use of direct mail has directly supported our ability to make significant improvements in maternal and child health across the nation, with corresponding savings at all levels of government.

As one of the largest nonprofit mailers in the country, we send over 65 million pieces each year, generating approximately 23 percent of our 2016 budget. Given this volume of mail, even a slight increase in postage rates would have a significant impact on our ability to continue these mailings and therefore to carry out our mission. In order to maintain this critical source of income, we would be forced to divert funds from other activities. Every dollar we are compelled to spend on administrative costs, such as postage, is a dollar that could be spent directly fighting prematurity and promoting positive birth outcomes.

We look forward to working with you to ensure that March of Dimes and other nonprofit groups can utilize the postal rate they need to support their important missions. For more

information, please contact Jaimie Vickery, Director of Federal Affairs, at jvickery@marchofdimes.org or 202-659-1800.

Sincerely,

A handwritten signature in black ink, appearing to read "Stacey D. Stewart", with a long horizontal flourish extending to the right.

Stacey D. Stewart
President